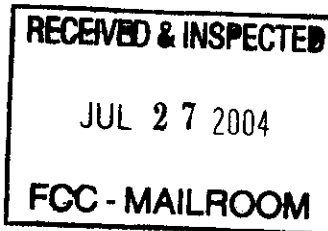


DOCKET FILE COPY ORIGINAL



**United Way**  
of Santa Cruz County

July 22, 2004

To: Members of the Localism Task Force of the  
Federal Communications Commission

From: Mary Lou Goeke, Executive Director *MLG*

Subj: My Testimony for the Monterey, California  
Localism Field Hearing RM-10803

1220 41st Avenue  
Post Office Box 1458  
Capitola, CA 95010  
Phone 831 479 5466  
FAX 831 479 5477  
[www.unitedwaysc.org](http://www.unitedwaysc.org)

I am sorry that time did not allow me to testify at yesterday's Field Hearing on Localism. My comments are below:

My name is Mary Lou Goeke. I live in Santa Cruz, California and serve as the Executive Director of United Way of Santa Cruz County.

It is so vital that local news and analysis be a priority for television broadcasters across the United States.

We are most fortunate here on the central coast of California to have the local news broadcasts of KSBW-TV8. They are always eager and responsive to cover critical local news stories that impact the quality of life of our residents.

Whether the story is about our in depth reports on homelessness or the inadequacy of farm worker housing or whether it is to celebrate our launching of a new health insurance program for all uninsured children, they report our news every time, accurately and with adequate coverage.

While our news is not sensational, it is critical for our community's residents to become aware, knowledgeable and ultimately to become engaged in making Santa Cruz County a better place to live.

KSBW-TV8 is our true partner in informing our county's residents and other news organizations can learn from their example.

Thank you.

No. of Copies rec'd 0  
List A B C D E